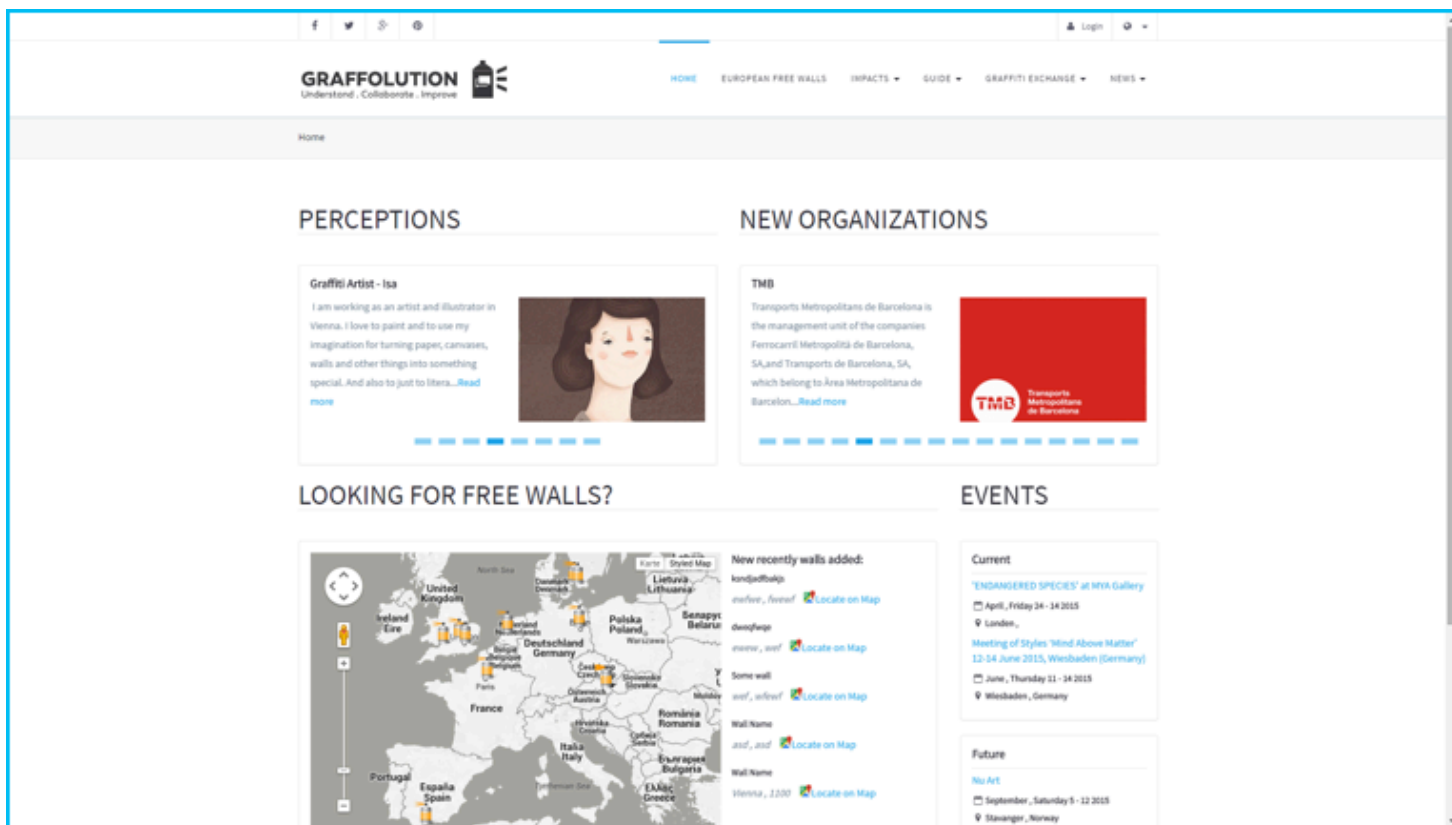# GRAFFOLUTION
Understand . Collaborate . Improve

NEWSLETTER

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The Graffolution platform: coming soon

The platform is in process of being developed and prototypes nearing completion at this moment. The first live-test versions will roll out over the coming months, platform scheduled for final developments before the end of the year. The Graffolution project seeks to mitigate problems of graffiti vandalism in public areas and transportation networks by focusing on smart awareness and innovative approaches. One year of intensive research has revealed the goals, needs and context of different actors, providing unique insights for a humanly-informed user- centred method. An inclusive and friendly platform will offer multiple possibilities for including graffiti and street art communities, graffiti writers, city residents, public administrations, transport operators, social workers, NGOs and enterprises, among others.

Experts supporting Graffolution

The Graffolution project evolves with input from 35 'expert advisor' members, as critical friends representing different sectors acting as the Expert Advisory Board (EAB).
Graffolution is an inclusive and broad-reaching project, and so it is the board of experts that have been invited to participate. The 35 individuals representing transport operators, public administration, Police and Law Enforcement Agencies, companies, Social workers, cultural groups, civil society and graffiti writers are gathered in this board of experts.
Their contribution to the project is multi-faceted: while their initial inputs will be testing and critiquing

the platform prototypes, and providing inputs for improvement, they will also be co-creators of the dissemination strategy and, eventually, ambassadors of the project on which they have advised, in their respective communities.

The inclusivity of this expert board is innovative, in that it brings diverse implicated experienced parties at the same level, and can constitute the first stage for fostering a true conversations, leaving aside the cat-and-mouse games that for so long
been imagined between graffiti writers and authorities, place managers and more.

Expect Graffolution by the end of 2015

The Graffolution project The consortium is working to organize a conference in December 2015 in one of the participating countries, to present the platfrom to the public.
One of the important aims behind the Project is to create a dialogue between all interested stakeholders. Transport operators aiming to find effective solutions, local authorites seeking innovative

ways to manage cost-effectively, graffiti writers looking for potential spots, companies looking for artists, social workers who wish to use graffiti for educational purposes, or citizens interested in the social benefits and risks that graffiti have for their community.

The agenda of the event, still in its early stages, will maintain continue theinclusive standards discussed above. One of the sessions will be dedicated to launching the platform. The tentative motto for the conference is "Inked In", a word game emulating the connective capacity that the platform intends to have (in a more specific context than social sites such as LinkedIn)!.
Registrations of interest can be sent at
office@graffolution.eu

Graffolution goes social

Graffiti is visual and the world is more connected than ever. That is why the Graffolution project has set up profiles in social media.
@graffolution: used to post news about the project, the graffiti

world, facts, events and other information of interest.
Graffolution: The instagram account gathers pictures on graffiti found in Austria, Germany, Spain and the UK.

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Special Section:
Evaluation: The great forgotten
in prevention

One of the reports produced during the first period of Graffolution was focused on prevention strategies and their evaluative approaches. The main finding was that evaluation was 'the great forgotten' for more than 60% of the strategies analysed. Several barriers for evaluation have been pointed out by end-users of this project. The constraints can be summarised as capacity or resources (in terms of time, technical skills and funding), complexity of the issues to be assessed and the importance of organizational constraints on action.

The aim of this section will be to offer a short guideline for decision-making support. It is based on the overview of tools needed for developing an intervention and planning the whole cycle: from problem definition to evaluation and impact assessment. The following recommendations can be for one-time or long-term interventions, single or complex actions, as well as for approaches departing from prevention, response or recovery nature.

When planning any intervention the key for success is to define the challenge (problem or opportunity) accurately. Not only has to be well delimited but it has to focus on the identification of the specific need or demand to resolve, who will most likely be served by the response, and who might not be. A programme, intervention or action may be designed for multiple reasons (to raise awareness, to prevent particular situations or change certain behaviours) but these have to be translated into relevant goals. Objectives should be clear, measurable and realistic. Identifying the best approach to achieving the program's objectives is a way of ensuring a higher rate of success. Moreover, when undertaking a study of the problematic there should be considered more factors than initially. That means to wonder if there is something else the intervention can accomplish.

IMPORTANT ELEMENTS

1. Definition of the exact problem (Intelligence).

2. Setting real and concrete goals (Intervention).

3. Estimation of costs and available resources (Implementation).

4. Identification of potential stakeholders, dutyholders and partners (Involvment).

5. Defining the context-appropriate response (Intervention)

6. Establishing a timeline and achievable deadlines (Implementation).

7. Selection of indicators on how to measure success (Impact).

8. Implementation of the strategy or actions (Implementation).

9. Tracking changes and data gathering for evaluation (Impact).

10. Evaluation - during, after and long term (Impact).

11. Dissemination of results (Impact).

Estimation of the current costs of that phenomenon and assessment of available resources. In order to study current costs of a certain phenomenon the analysis must be accurate and consider a wide variety of options. If the intervention is to take place within a specific area, surrounding areas should be included in the research. Economic and social assessment has to be performed.

Identifying all available resources should be followed by an approximation to the needed resources. This is helpful when conducting the selection of potential partners. Partners all together should present their perspectives and define goals of the intervention. Every partner should conduct a specific function although is preferred that all partners have their opportunity to collaborate in all phases of the project. Understand the exact needs of a certain space and territory. Whenever multiple agendas may be involved, it helps to undertake a stakeholder mapping process, that is, design the intervention including all involved, affected or benefited partner's perspectives as well as their needs, goals and resources. It is important to identify stakeholders who may be involved in the evaluation and/or be recipient of its results: external stakeholders may include: the target audience for the campaign, partner who may be involved in developing promotional materials, those who own, manage and work in venues and establishments where the campaign will be implemented and media. As well, educational actors, parents, or other key community members can be considered. Internal stakeholders comprise programme initiators (such as funders and organization's Board of Directors or governance bodies).

Together, the factors above should help you define a contextually-appropriate response to your challenge, as a designed proposal for action (your Intervention). This is your chance to be specific!

It will be fundamental to establish a timeline for all the phases of the project. It's important to set real goals in order to reach deadlines in good conditions. However, the intervention should be implemented at the required pace, which might have been established previously.

Once each partner's duties are decided and a timeline is established, identify how to evaluate and measure success, according to all the positions or perspectives affected or implicated. It is fine to measure success from our own respective perspectives, but how does this 'success' affect other communities implicated? What could 'success' look like for a wider range of actors or communities in your context? Identification of target groups for evaluation results and data gathering of the initial situation for further comparison. Tracking changes that have taken place during your intervention and gathering proportional data (for legitimate purposes and respecting transparency and accountability) for the evaluation process is crucial to assess the impact and evaluate the intervention. Data gathering should not stop in any of the intervention's phase. During the intervention tracking the resources (materials, time, money) as well as gathering information about the process of implementation and the intervention's first results makes a difference when evaluating.

Once the intervention has been set up and running for some time collection of data is very important in order to compare regular waves of data collection at a later point to assess if the intervention effects (intended and unintended) persist over time.

'Knowing what the intervention is intended to influence or change and being open about who it will and will not serve, will also identify what is to be measured.'

It is is additionally useful in any evaluation of responses to graffiti, to determine which method of collecting and analysing data will be most useful and feasible . Evaluation offers a way to determine whether an initiative has been worthwhile and has achieved their objectives.

Knowing what the intervention is intended to influence or change and being open about who it will and will not serve, will also identify what is to be measured. It is important to begin planning an evaluation at the same time that the intervention is being developed as any intervention should include a review process.

Being aware of the intended elements required in the forthcoming evaluation is also a way of reinforcing the intervention purposes. Evaluation of actions, interventions and programs can fulfil various purposes. For example, to:

Measure the programmes' effectiveness and efficiency: To what extent the plan achieved the goals stated initially and has this been done with the reasonable investment of material and intangible resources. Sustainability of changes across time is valuable as investments pretend to have long-lasting effects.

Measure the programmes' outcomes and impact: Outcomes describe the achievements of an initiative and its immediate or direct effects of the intervention. Impact looks beyond the immediate results of an initiative and identifies long-term effects, as well as unintended or unanticipated consequences. It is also important to determinate whether the programme had unexpected or unintended consequences in order to rectify.

Inform future programme planning and design by identifying strengths and weaknesses of a given approach and problems emerged from the implementation.

Ensure transparency and accountability Evaluations help provide justification for the project and can also be used as a way of achieving stakeholder's engagement.

Provide broader lessons about good practices and important lessons for those conducting programmes.

time. In this line the aim is to consider which outcomes are being measured and why. Assessing what is the desirable proportion of change. In order to be successful, detailed information on the indicators for measuring the outcomes is required, along with a rigorous method for analysing and reporting findings.

The purpose of the analysis phase is to translate the data gathered into reliable evidence (creating intelligence from information) about the development of the campaign and its performance. It is recommended to decide on the number and type of outputs expected from the onset of the evaluation. Different formats may be required depending on which audiences will be targeted with the information. Evaluation indicators should be consistent in periodification and content with the goals set.

It is expected that a wide range of evaluation tools will be utilised to assess the success of any graffiti management plan or tackling intervention.

Evaluations usually fall into three categories according to what are they based on, be it the process or the results (differentiating between outcomes and impact). Process-based evaluations are useful in assessing how an intervention is being implemented and problems emerging from the implementation. These tend to be useful for internal evaluations and to redirect interventions if they are producing non-desirable dynamics. Outcome-based, and impact-based evaluations are better for tracking results from a given action or intervention. Process-based evaluations are intended to answer questions about what is required to deliver in terms of resources, products or services and for the identification of the program's strengths and weakness. When an evaluation focuses on results, outcomes-based evaluations measure changes immediately after the programme has been implemented and establishes the relation between the intervention and the changes occurring. By contrast, impact-based evaluations examine the longer-term effects of an intervention. To be successful in the intervention evaluations must track effects over extended periods of

Evaluation tools	Useful Indicators
Community feedback and engagement	Use of surveys and focus groups (before, during or after the intervention): Community's sense of belonging surveys. Perception of safety and security surveys. Residents' perception on their affectation by graffiti. Residents perception of graffiti as an issue in local neighbourhood areas and/or the whole city Community satisfaction with the graffiti management plan or prevention/response/recovery intervention. Customers satisfaction audits and surveys (i.e. in case of public transports) Tracking of the number of graffiti related partnerships Participation rate of community clean-up programmes Level of participation by local business in graffiti tackling Initiatives undertaken to educate the community or in schools. Tracking of the number of graffiti or street art related projects and programmes.
Social initiatives related to graffiti	Completing visual audits periodically Auditing of the incidence of graffiti before, during and after the interventions implemented
Measurement of graffiti' incidences.	The recording of statistics concerning the incidence of graffiti Number of reported incidences of graffiti on the areas' assets: public assets and private property. Number of incidences of graffiti removed from the area's assets: public assets and private property. Number of incidences of graffiti in surrounding areas or previously lower risk graffiti areas. Number of graffiti kits dispensed to the public The documenting of graffiti though digital photos or/and videos.
Institutional feedback	Reporting quarterly to council (or the corresponding authority) on the progress of the plan. Comprehensive reviews should be undertaken several months after the implementation of the plan.

Creating an evaluation plan can help to identify tasks for each evaluation, assess resources and assign roles and responsibilities. Good evaluations should address short, medium and long-term outcomes of an intervention specifically, which has to be established in the design of the intervention and evaluation. As well, it is important knowing what possible outcomes can be expected from implementing a particular intervention based on similar interventions that have been conducted previously. However, unanticipated outcomes are often actually useful and should be included and reported. They can help re-orientate future efforts more accurately.

One of the most common weaknesses found along all the graffiti-related interventions surveyed in this report has been the dissemination of interventions and their results during, at the end and long after the intervention. However, dissemination is a very important phase of the process, not only for the specific intervention, but also for opening the doors to apply same or similar models in different contexts. Dissemination is also related to transparency and accountancy exercises. Transparency is an important value and openness about results in urban interventions tends to improve the citizen's perception and commitment with initiatives. Furthermore, it can act as another form of enriching the community, to help other stakeholders and dutyholders and to give feedback in shareable and comparable ways. Using indicators and evaluations systems that can be shared and understood by

different parties to bring comparable evaluations from different perspectives is vital.

Results can be shared in person with reference groups of stakeholders, information sharing events and remotely through conference presentations, online media, and press releases to reach wider publics. Easy and low-cost methods include posting links to evaluation results and using social networks for updates and dissemination of information and results. Highlighting key findings in forums, newsletters or publishing in scientific journal articles and other publications not oriented to the scientific communities, will help share hard-to-reach learning through evaluations.